

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
June 17, 2010**

Directors Present	Ron Radachy, V.P.	Oasis of Hollywood
	Frank Stephan, Treasurer	The Claret Group
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Greg Angelo	METRO
	Adrian Jones	Madame Tussaud's
	Jose Malagon	Hollywood Media Center
	Jan Martin	AMDA
	Jim McPartlin	W Hotel
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	David Green	Nederland Organization - (Ex-officio Member)
	Jeff Loeb	Pantages Theatre – (Streetscape Committee Chair)
Directors Absent	Thaddeus Smith, President	The Music Box Theater
	Aziz Banayan	Algert Co., Inc.
	Chris Bonbright	Whitley Court Partners
	Jeff Cohen	Gatehouse Capital
	Nathan Korman	NBK, LLC
	Don Mushin	Hollywood Toyota
	Monica Yamada	CIM Group, Inc.
	Neelura Bell	CRA/LA - (Ex-officio Member)
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Devin Strecker	HPOA
	Joe Mariani Jr.	HPOA
Guests	Joe Salazar	Andrews International
	Richard Melvin	Andrews International
	Leslie Lambert	CRA/LA

I. Call to Order

The meeting was called to order by Board Vice President Ron Radachy at 4:08 p.m.

II. Public Comment

Kerry Morrison introduced to the board Devin Strecker. Devin will be taking the place of Katie Zandona as the HPOA's new Communications Manager.

III. Approval of Minutes

Greg Angelo asked that the May minutes be amended to show that he was not present for the meeting.

It was moved by John Tronson, seconded by Jose Malagon and CARRIED to approve the board's May 20, 2010 meeting minutes, as amended. Unanimously approved.

IV. Treasurer's Report

A. Treasurer's Report for May 31, 2010: Frank Stephan reviewed with the board the financials for the month. Stephan reviewed some of the areas of the budget where the BID appeared to be in the red. One of these areas, security, Stephan explained that the overage was due to an offset billing schedule by the vendor but all expenditures should be in line with the budget by the end of the year. Kerry Morrison also reported a slight overage in the contingency area. Morrison explained that with the recent office move it appears that some tenant improvements and moving expenditures could end up being slightly more than originally budgeted.

It was moved by Jim McPartlin, seconded by Jan Martin and CARRIED to approve the Treasurer's Report from May 31, 2010. Unanimously approved.

V. Committee/Activity Reports

A. Streetscape Committee

1. Side and Backstreets Project Update: Joe Mariani briefed the board on the current tree planting project. Mariani said that 65% of property owner signatures for the project had been secured. The target start date to begin the project is in approximately three weeks.

2. Urban Design Guidelines General Discussion: Morrison reported that the staff has received a number of requests from various stakeholders to examine the guidelines. Morrison asked the board to consider revising their 2020 vision statement to a 2030 statement to be in line with the timeline of the urban design guidelines. In addition to this, Morrison had created a matrix which reviewed some of the topics discussed in the plan. Morrison informed the board that the BID could only weigh in on certain policies in the guidelines which affected the overall area, however individual board members are welcome to submit their comments to the CRA for review. Leslie Lambert let the board know that it would still be some time before the final version of the plan was released. John Tronson proposed the board form a small working group to look at the guidelines together and try and come up with some recommendations that could be given to the CRA for consideration. Tronson, Frank Stephan, Jeff Loeb, Jose Malagon volunteered to be a part of the group.

B. Marketing Committee

1. Demographic Research Project Progress Report: The demographic research project is in its final stage. Morrison reported that the study's researchers will be conducting interviews with investors. Morrison asked the board to please give her any individuals who they felt should be interviewed so she could pass them along to the interviewers. If all continues to go as plan, a final report of the survey findings will be presented to both the HPOA and CHC Board of Directors on July 13, 2010.

2. Exploration into retail recruitment strategies update: Board members and Morrison recently met with Shaul Kuba to discuss an idea he had about retail recruitment in the BID. Morrison said that the staff has hired a UCLA intern to look into the practices of 26 other cities in this area to try and find three to five other BIDs that have an egalitarian model in existence. Morrison wants to see if maybe the CRA could sit down and discuss the idea with the BID as well. The board also felt that the BID should continue to pursue the façade improvement program through the CRA.

C. Security Committee

1. Andrews International Officer Commendation: Joe Salazar presented BID officers Richard Melvin and Steven Seoul with an LAPD Commendation for their great work in stopping a robbery in progress on Hollywood Boulevard last week.

2. Hollywood Safe Sidewalks Initiative Update: John Tronson reported on the recent "character crackdown" that occurred. LAPD, with the help of the IRS, recently initiated an operation which arrested several costume characters in front of the Kodak theatre. Tronson said the LAPD is still working with the City Attorney's office to prosecute those characters who were in violation of the law. The board asked that the security committee also press the Council Office to look at the multiple tour companies out on the sidewalk as well.

VI. Old Business

None

VII. New Business

A. Nominating Committee: Morrison informed the board that Board President Thaddeus Smith would be appointing this year's nominating committee. Board Members whose terms would be expiring this year are as follows: Aziz Banayan, Michael Gargano, Jose Malagon, Chris Bonbright, and Adrian Jones.

VIII. Report from Executive Director

A. Recommend Date for Annual Property Owners Meeting: This year's Annual Property Owner Meeting will take place on July 22, 2010 at the Kress.

B. Whistle-blower Policy: Morrison said she is working on a "whistle blower" policy to comply with Sarbanes-Oxley.

C. Field Trip to View Social Services at Blessed Sacrament: Morrison informed the board that she would like to set up a field trip for them to meet the new executive director of Social Services and see the facility before it undergoes a major renovation, through the help of the CRA.

IX. Next Meeting

The next meeting will be the Board's Annual Property Owners Meeting on July 22, 2010 at the Kress (6608 Hollywood Boulevard).

X. Adjournment

There being no further business the meeting was adjourned by Board Vice President Ron Radachy at 5:30 p.m.